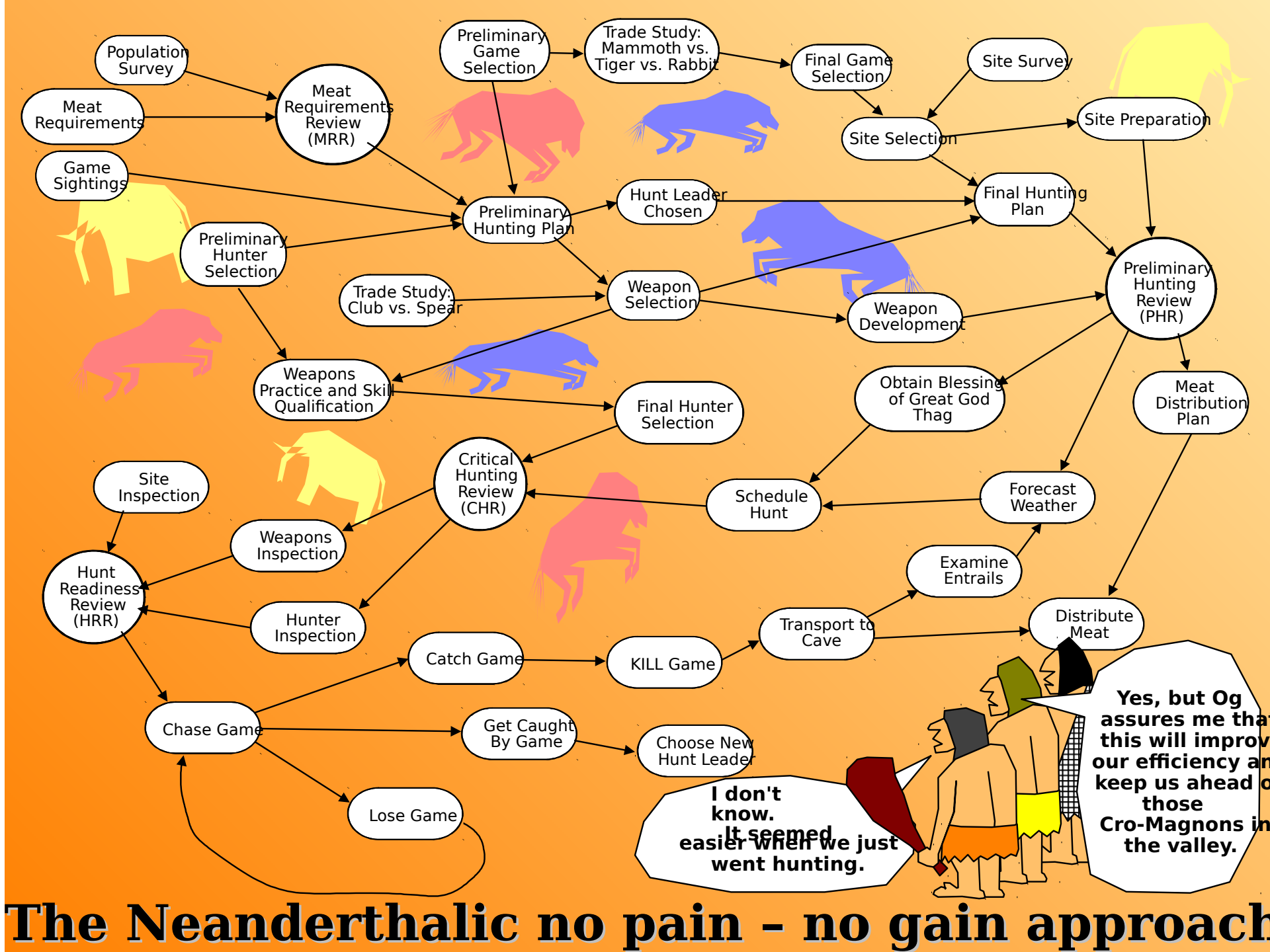
EMS: the Road to Green or the Road to Abilene?

Briefing for Air Roundtable
Manette Messenger
March 05

Before I give you my entirely personal opinions on stuff…

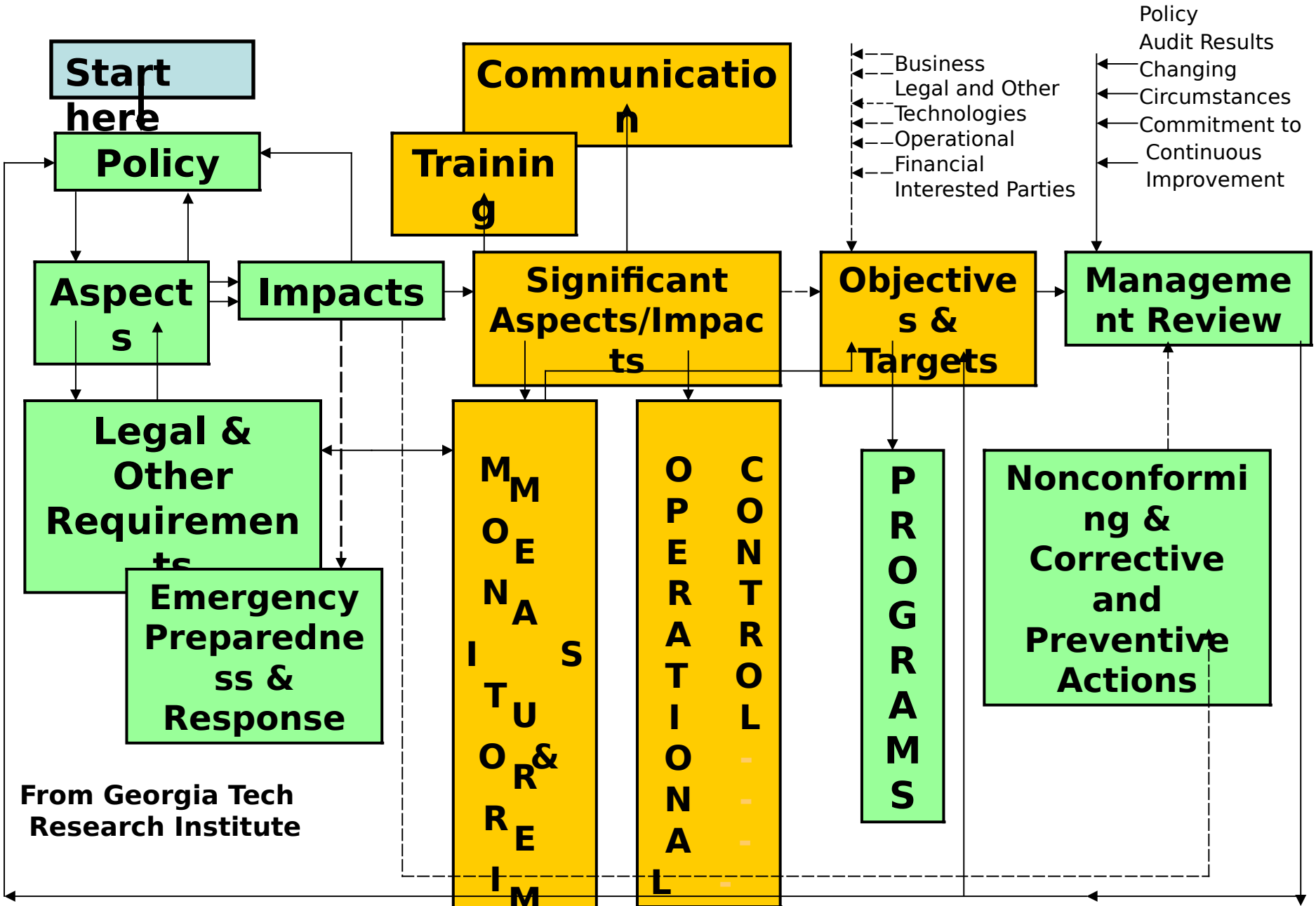
- **Who are you?**
- **What's your role in EMS?**
- **EMS experience: Green or Abilene?**
- **What's the single most important issue facing the human race?**

Major Award for the best answer to the last question!!!!



The Neanderthalic no pain – no gain approach

ISO 14001 in a Nutshell….



From Georgia Tech Research Institute

ISO 14001 in an even nuttier nutshell…

Figure out the organization's significant environmental impacts – those that threaten business priorities

Manage those impacts intensively – operational controls, monitoring, training, documentation

Implement programs to reduce those impacts or otherwise improve environmental management

Obligatory Trick Question #1

SERO

What business is the US military in?

Obligatory Trick Answer #1

SERO

What business is the US military in?

National Security

Security is “freedom from fear of privation or attack.”

Obligatory Trick Question #2

SERO

What are the threats to continued viability of military installations' national security missions?

Military Challenges

Endangered Species

UXO

Frequency

Urban Growth
Air Quality
Noise

Demands for Airspace

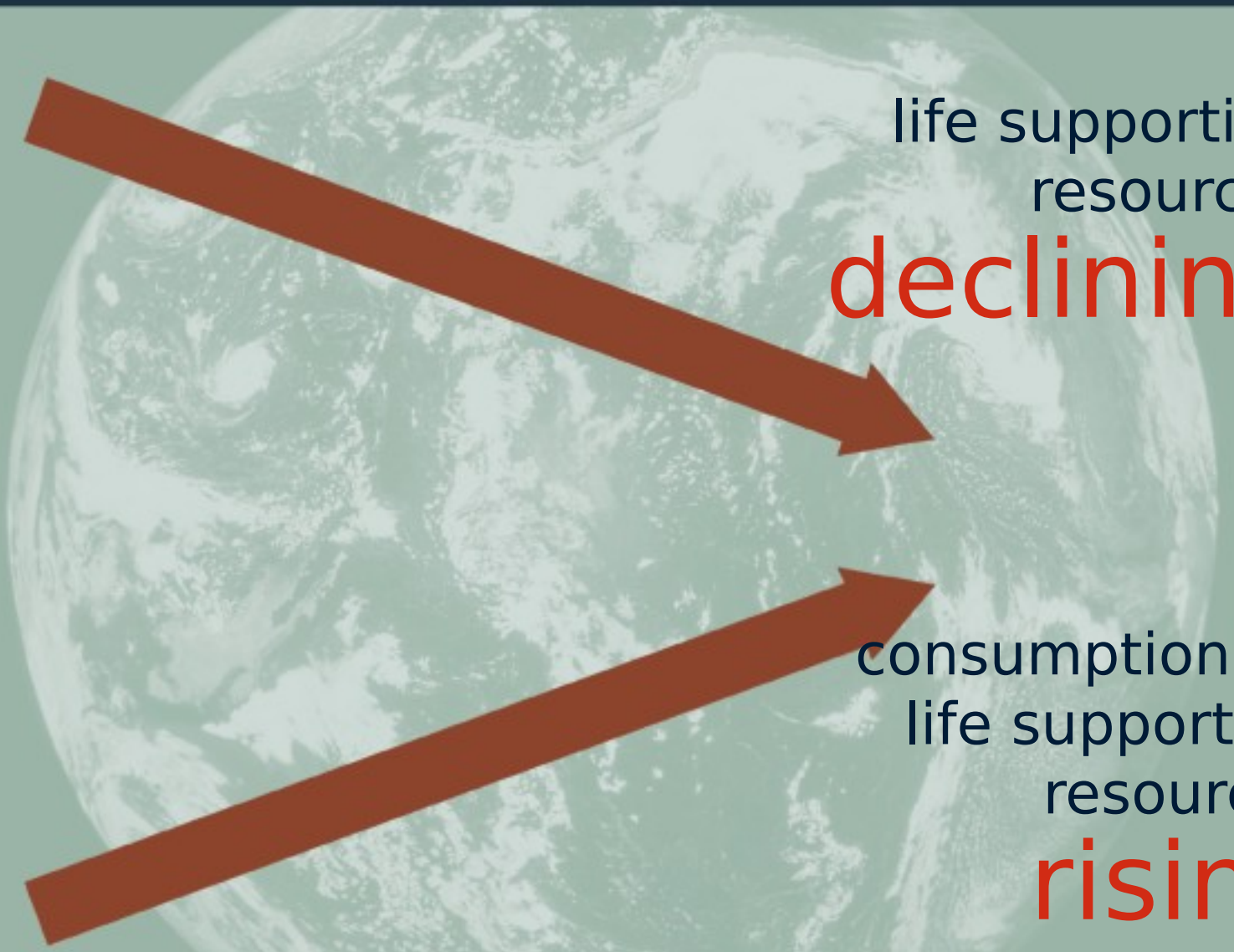
• Decreased access to resources
• Increased costs

READINESS

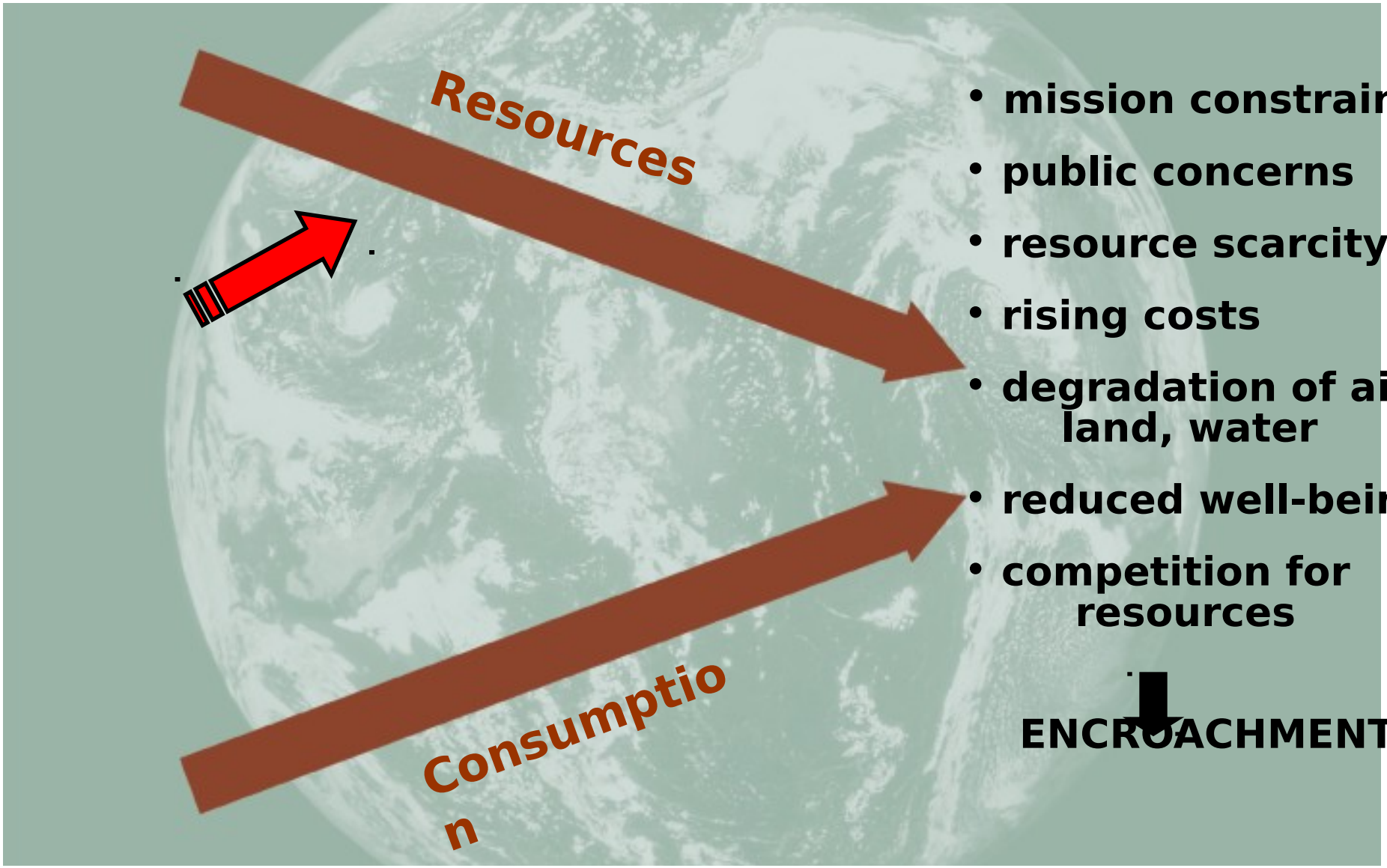
• Encroachment
• Lost productivity
• Work arounds

Source: SECDEF Senior Readiness Oversight Council Report to Congress 2001

A Global Perspective



Installations hitting the wall



Fort Bragg Challenges

SERO

Fort Bragg, faces the following issues that may impact its mission:

- **A 125,000 acre training land shortfall – and a community growing up to the fenceline**
- **Air quality failing to meet federal standards -> potential constraints on smoke/obscurant use, construction, and transportation**
- **Annual water demand of over 3 billion gallons – and the upstream demand for water growing exponentially**
- **Skyrocketing resource costs: $30M/year for energy alone**

Incompatible development near Fort Bragg's Ste. Mere Eglise drop zone

Fort Benning Challenges

- **Restrictions on the use of training lands due to degradation, UXO, endangered species, wetlands, external development, inadequate land**
- **Inadequate services, transportation, facilities to support deployment surges**
- **Fast growth/development outside fenceline -> increased competition for resources**
- **Increased mission costs**

An EMS "Significant" Impact…

- Constrains military mission ← **Mission**
- Degrades quality of life
- Aggravates community concerns about economy, wellbeing, or environment
- Costs a lot of money to manage

} **Wellbeing**

- Degrades the environment past the point of recovery ← **Environment**

Based on that…

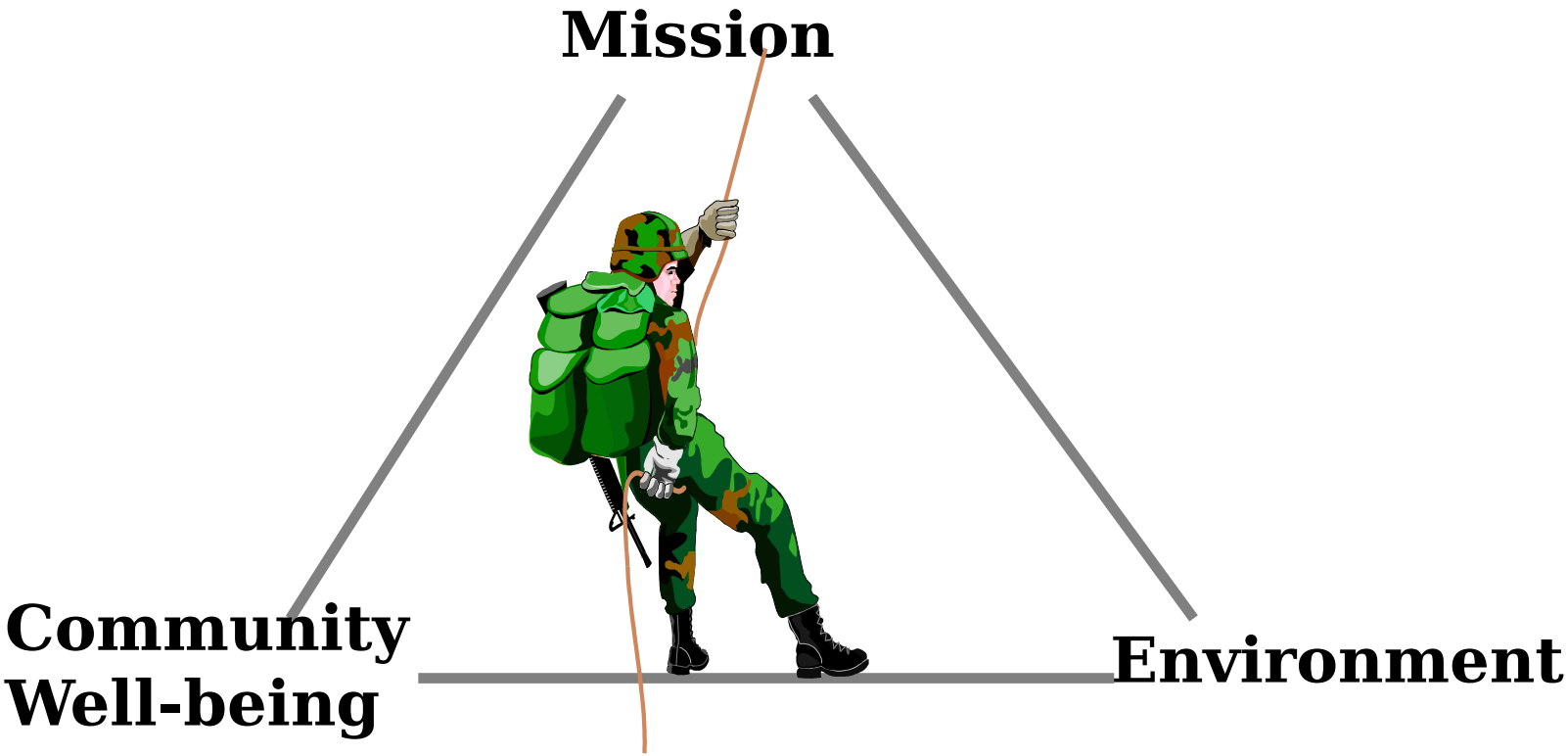
What “significant” impacts on air quality do you have at your installations – and why?

The future in a word … sustainability

Dancing with the TIGER
BELIEVING CASSANDRA
The Ecology of Commerce
Paul Hawken
THE NATURAL STEP FOR BUSINESS
WEALTH, ECOLOGY AND THE EVOLUTIONARY CORPORATION
BIOMIMICRY
Mid-Course CORRECTION
Cool COMPANIES
How the Best Businesses Boost Profits and Productivity by Cutting Greenhouse Gas Emissions
Joseph J. Romm
Henry Ford Today and Tomorrow

- **Businesses face the same constraints installations do**
- **Business leaders are aware that survival is not just about short-term profit, but long-term management of three capital accounts:**
  - **Financial**
  - **Human**
  - **Natural**
- **The “triple bottom line”**
  - **Profit**
  - **People**
  - **Planet**

Installation Sustainability is...



“We will be a sustainable Army…”

SERO

…one that simultaneously meets mission requirements worldwide, protects human health and safety, enhances quality of life, and safeguards the natural environment.

This is a long-term commitment, to radically change the way we design, build, buy, transport, and otherwise perform our mission, as we transform our weapons systems, tactics, and installations over the coming decades.

Mr. Ray Fatz
Deputy Assistant Secretary of the Army
April 2004

Our opportunity

As we transform our military and our installations over the next 25 years, we can transform how we

build stuff…

buy stuff…

move stuff…

do stuff…

to provide the productivity and quality of life we want at much less cost to the planet

IF we choose to…

OR we can stay in our environmental stovepipe.

An EMS is like a car…you can go anywhere you want.

Now….where do you want to go?
EMS won't tell you that…sustainability will.

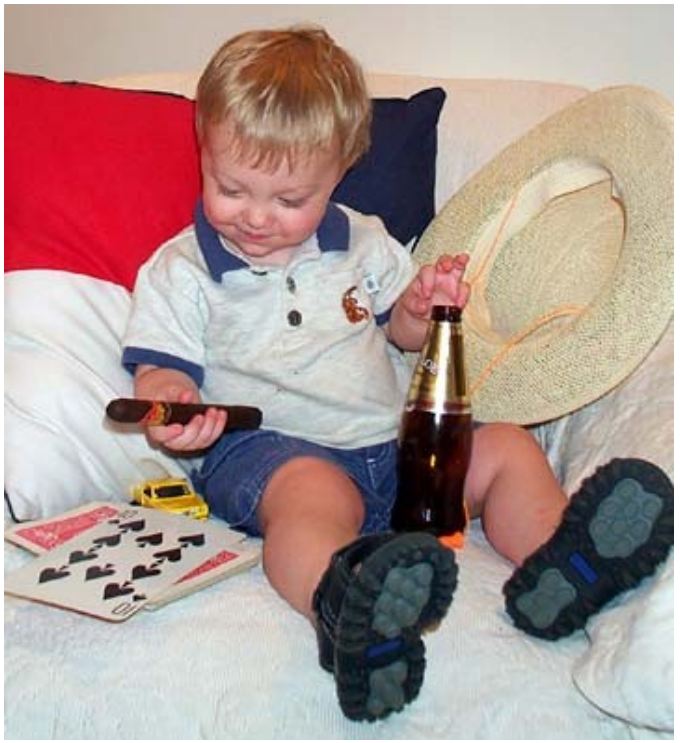
EMS: the Road to Green or the Road to Abilene?

- It's YOUR Choice…

BACKUPS

We all agree on the fundamentals…

Prosperity
Security
Peace
Well-being



We have an opportunity to use Sustainability/EMS to drive towards them…

One last thought…

“Never doubt that a small group of thoughtful, committed citizens can change the world…

Indeed, it’s the only thing that ever has.

Margaret Mead